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D/S 62 6136

27 November 1967

MEMORANDUM FOR: Deputy Director for Support
THROUGH : Acting Director of Personnel
SUBJECT : 100 Universities Program - Advisability
of Conducting in FY 1968

1. This memorandum submits recommendations for your approval; these recommendations are contained in paragraph 11.

2. In response to your request, the field recruiters were asked for their recommendations as to the advisability of conducting the 100 Universities Program during the Spring of 1968. They were advised that the recommendations should reflect their own opinions and those of appropriate university and college officials with whom they are in contact. A summary and discussion of the recommendations follow.

25X1 3. Out of [] recruiters, [] recommend that the Program not be conducted in the Spring of 1968. Of the remaining three (all of whom cover southern states where we have experienced very little animosity to date), only one anticipates no difficulty. The other two report that it is too early to make sound recommendations for their areas.

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4. All of the recruiters recommending against the Program give the following two reasons:

a. The programs as conducted to date have resulted in no noticeable benefit to the Agency's recruitment effort and, therefore, do not justify the time and effort involved.

b. Present unrest among students and faculties on a widespread basis and the existence of minority groups hostile to Agency recruitment indicate that it would be highly inadvisable to undertake the Program during FY 1968.

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25X1 5. The following from the report submitted by Recruiter [redacted] who covers Texas and Oklahoma, reflects the opinions and attitudes of those held by the vast majority of the field recruiters:

"As previously conducted, the 100 Universities Program was circumscribed by difficulty. In spite of the best efforts of the guest speakers to identify with academia and to avoid the hard sell, there was almost invariably something commercial about the approach. I am sure that some professors resented the command appearance which they made - often at the instruction of their department chairman. In many instances, there were well-concealed attitudes of hostility. Given the present hostile attitude toward the Agency by many campuses, students, and faculty, I do not believe a constructive dinner situation could be held - avoiding either picketing or unfavorable publicity."

25X1 6. [redacted] recruiter for southern California, in substantiating his views against conducting the Program during FY 1968 states:

"It has been established that SDS and other hostile campus groups are on the alert for opportunities to cause embarrassment to the Agency. It is not unreasonable to suppose that a luncheon or dinner sponsored by the Agency could be publicized in spite of our efforts to avoid publicity. If this came to pass, both the Agency and its quests would be placed in an awkward situation."

25X1 7. [redacted] recruiter in Connecticut and upstate
25X1 New York, supports his opinion that the Program is not feasible during FY 1968 by reporting the views of two University Associates with whom he is in contact, Mr. [redacted]

25X1 [redacted] states, "The Agency would be asking for trouble. No action with respect to this program should be taken."

25X1 [redacted] remarks are as follows:

"At the outset it was a marginal program. In terms of today's climate, it is less than marginal. It has always been a program with

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negative public relations."

8. On 15 November during the Workshop session, the University Associates were asked their views on the 100 Universities Program. Only six indicated whether they were definitely for or against the present program; but in the ensuing discussion, it became evident that many of the Associates were in agreement that if the 100 Universities Program were to be conducted in the future the format should be changed. It was suggested that it would be more effective and receive greater acceptance if Agency representatives spoke on specific subjects rather than the general subject of the Agency's role in National Security. The following report from Recruiter [] supports this suggestion:

"I have learned from one source who attended our program that his faculty colleagues were disappointed and felt somewhat patronized. 'Don't you people think that we read the New York Times?' I doubt that we did give these groups any information they hadn't already learned from their reading. Of the approximately 300 guests that have been entertained in this area's past programs, I have received three thank you notes."

9. The suggestions of the University Associates that future programs should deal with specific rather than general subject matter coincide with the views of the field recruiters. The latter suggest that attainment of Agency goals, particularly in the hard-to-get categories, would be enhanced by a program whereby Agency specialists could meet with academic audiences having compatible interests; e.g., area studies, economics, computer sciences, electronics, geography, etc. They further suggest that such programs not be restricted to definite schedules during certain periods of the year as has been the case with the 100 Universities Program to date. They also recommend that the dinners be discontinued. As an alternative, the field recruiters would prefer a degree of flexibility which would permit them to determine the timing and the institutions from which the greatest benefit to the Agency could be expected to accrue.

10. Substitution of the type program described in paragraph 9 for the present 100 Universities Program could be expected to achieve the following:

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a. Increase the interest in and goodwill toward the Agency by having highly competent CIA representatives with specific backgrounds and skills speak to audiences having similar interests.

b. Eliminate the chance of unfavorable publicity based on a charge that our speakers were attempting to influence opinion in favor of CIA.

11. Based on the foregoing, it is recommended that:

a. The 100 Universities Program not be conducted during FY 1968;

b. The dinner-type programs which have been conducted to date be replaced by specialized briefings of faculty members and students as described in paragraph 9 above. (Such programs to be conducted during FY 1969 only if the campus climate existing at the time is appropriate).

Chief, Recruitment Division

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Deputy Director of Personnel
for Recruitment and Placement

Date

Acting Director of Personnel

Date

The recommendations contained in paragraph 11 are approved.

R. L. Bannerman
Deputy Director
for Support

Date